

Eye-chart 05.21

1999 PP&C TRANSMISSION																	1998	%Chg					
Monthly Sales - 1999	Actuals Jan	Actuals Feb	Actuals Mar	Actuals Apr	Actuals 5/7	Actuals 5/14	Actuals 5/21	Actuals 5/28	Actuals May	Actuals Jun	Actuals July	Actuals Aug	Actuals Sep	Actuals Oct	Actuals Nov	Actuals Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	from'98
Marlboro	9,879	11,847	15,312	10,078	3,049	3,050	3,024	3,340	12,462	14,285	12,300	13,317	12,525	12,071	12,344	13,362	149,781	37,038	36,825	38,142	37,776	160,819	-6.86%
B&H	544	554	674	661	160	160	153	170	643	699	641	727	622	580	617	724	7,685	1,772	2,003	1,990	1,920	9,250	-16.91%
Merit	526	546	654	647	156	161	146	164	627	664	613	699	599	558	594	697	7,421	1,725	1,938	1,910	1,849	9,167	-19.04%
Virginia Slims	700	763	825	828	219	213	204	225	861	917	816	930	953	868	800	937	10,198	2,288	2,605	2,699	2,606	10,515	-3.01%
Parliament	243	241	320	274	64	68	57	79	278	502	386	366	328	330	290	351	3,910	804	1,054	1,080	971	3,617	8.08%
Other CPB	38	39	46	47	10	11	11	12	44	46	45	49	44	39	42	46	525	123	137	138	127	551	-19.30%
Other Premium Brands	2,050	2,143	2,518	2,456	609	612	581	650	2,453	2,828	2,500	2,772	2,546	2,376	2,343	2,755	29,740	6,711	7,737	7,817	7,474	33,200	-10.42%
Premium	11,829	13,990	17,830	12,534	3,658	3,662	3,604	3,990	14,914	17,114	14,800	16,099	15,071	14,447	14,687	16,116	179,521	43,749	44,582	45,980	45,250	184,018	-7.47%
Basic	1,432	1,571	1,499	1,453	403	403	442	487	1,740	2,099	1,866	2,068	1,917	1,886	1,861	2,189	21,580	4,502	5,291	5,850	5,936	22,865	-5.70%
Cambridge	175	223	180	327	50	48	68	111	277	260	258	311	262	289	296	358	3,235	578	884	830	943	4,065	-20.43%
Alpine	39	38	42	44	24	25	24	20	93	47	58	58	64	66	63	73	686	119	185	180	202	687	-0.19%
Bristol	11	11	11	12	3	3	2	3	11	7	9	8	9	10	9	10	118	33	29	26	30	221	-46.85%
Bucks	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	13	3	3	4	3	31	-56.69%
Other Branded Discounts	17	10	12	11	9	3	2	39	54	136	72	58	59	59	56	56	600	39	201	189	171	160	#####
Branded Discounts	243	283	246	395	86	79	97	173	436	471	398	435	395	426	426	498	4,652	772	1,302	1,228	1,350	5,165	-9.94%
FVB	71	94	110	88	29	32	27	31	118	145	126	139	130	138	136	160	1,484	275	351	395	433	2,084	-30.21%
Discount	1,746	1,948	1,855	1,935	523	514	566	691	2,294	2,716	2,389	2,642	2,442	2,450	2,422	2,847	27,866	6,549	6,944	7,473	7,719	30,134	-8.12%
PM USA	13.675	15.938	19.685	14.468	4.181	4.176	4.170	4.692	17.208	19.629	17.189	18.731	17.513	16.897	17.109	18.963	207,207	49,298	51.507	53.433	52.969	224,152	-7.56%
Calendar Weeks	4.181	4.000	4.648	4.352	1.099	1.000	1.000	1.000	4.181	4.467	4.352	4.448	4.371	4.181	4.448	4.552	62.181	12.829	13.000	13.171	13.181	52.188	-0.01%
Contributions	Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	
Marlboro	72.24%	74.33%	77.78%	69.65%	72.92%	73.04%	72.51%	71.34%	72.42%	72.04%	71.66%	71.10%	71.52%	71.44%	72.15%	70.46%	72.29%	75.13%	71.50%	71.38%	71.32%	71.75%	0.76%
B&H	3.98%	3.49%	3.43%	4.57%	3.82%	3.83%	3.66%	3.63%	3.74%	3.53%	3.73%	3.89%	3.56%	3.43%	3.60%	3.82%	3.71%	3.60%	3.89%	3.72%	3.63%	4.13%	-10.12%
Merit	3.84%	3.43%	3.32%	4.47%	3.73%	3.84%	3.51%	3.51%	3.84%	3.35%	3.55%	3.73%	3.42%	3.30%	3.47%	3.67%	3.58%	3.50%	3.76%	3.57%	3.49%	4.09%	-12.42%
Virginia Slims	6.12%	4.79%	4.19%	5.72%	5.24%	5.10%	4.90%	4.80%	5.00%	4.62%	4.75%	4.97%	5.44%	5.14%	4.68%	4.94%	4.92%	4.64%	5.06%	5.05%	4.92%	4.69%	4.92%
Parliament	1.78%	1.51%	1.63%	1.90%	1.53%	1.63%	1.60%	1.69%	1.62%	2.53%	2.25%	1.85%	1.87%	1.95%	1.69%	1.85%	1.89%	1.63%	2.05%	2.02%	1.83%	1.61%	16.92%
Other CPB	0.28%	0.24%	0.23%	0.32%	0.25%	0.25%	0.26%	0.26%	0.26%	0.23%	0.26%	0.26%	0.25%	0.23%	0.24%	0.24%	0.25%	0.25%	0.27%	0.26%	0.24%	0.29%	-12.70%
Other Premium Brands	14.96%	13.45%	12.79%	16.98%	14.57%	14.66%	13.92%	13.89%	14.25%	14.26%	14.54%	14.80%	14.54%	14.06%	13.59%	14.53%	14.35%	13.61%	15.02%	14.63%	14.11%	14.81%	-3.10%
Premium	87.23%	87.79%	90.58%	85.82%	87.49%	87.70%	86.43%	85.23%	86.67%	86.31%	86.10%	85.89%	85.06%	85.50%	85.84%	84.95%	86.64%	88.74%	86.52%	86.01%	85.43%	86.56%	0.09%
Basic	10.47%	9.86%	7.62%	10.04%	9.77%	9.64%	10.59%	10.41%	10.11%	10.58%	10.85%	11.04%	10.95%	11.16%	10.88%	11.54%	10.41%	9.13%	10.27%	10.95%	11.21%	10.21%	2.01%
Cambridge	1.28%	1.40%	0.91%	2.28%	1.21%	1.14%	1.83%	2.37%	1.61%	1.41%	1.50%	1.66%	1.50%	1.71%	1.73%	1.89%	1.66%	1.17%	1.72%	1.55%	1.78%	1.81%	-13.92%
Alpine	0.28%	0.24%	0.21%	0.30%	0.17%	0.16%	0.58%	0.43%	0.54%	0.24%	0.33%	0.31%	0.37%	0.39%	0.37%	0.39%	0.33%	0.24%	0.36%	0.34%	0.38%	0.31%	7.97%
Bristol	0.08%	0.07%	0.05%	0.08%	0.07%	0.06%	0.06%	0.06%	0.06%	0.03%	0.05%	0.04%	0.05%	0.06%	0.05%	0.05%	0.06%	0.07%	0.06%	0.05%	0.06%	0.10%	-42.50%
Bucks	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.00%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	-63.14%
Other Branded Discounts	0.12%	0.06%	0.06%	0.07%	0.21%	0.08%	0.09%	0.84%	0.31%	0.69%	0.42%	0.31%	0.34%	0.35%	0.33%	0.30%	0.29%	0.08%	0.39%	0.35%	0.32%	0.07%	#####
Branded Discounts	1.78%	1.78%	1.25%	2.73%	2.06%	1.89%	2.34%	3.70%	2.53%	2.38%	2.31%	2.32%	2.26%	2.52%	2.49%	2.83%	2.24%	1.57%	2.63%	2.30%	2.55%	2.30%	-2.58%
FVB	0.52%	0.59%	0.56%	0.61%	0.68%	0.77%	0.64%	0.66%	0.69%	0.73%	0.73%	0.74%	0.74%	0.82%	0.79%	0.84%	0.70%	0.66%	0.68%	0.74%	0.82%	0.93%	-24.51%
Discount	12.77%	12.22%	9.42%	13.38%	12.61%	12.30%	13.57%	14.77%	13.33%	13.69%	13.90%	14.11%	13.94%	14.50%	14.16%	15.01%	13.36%	11.26%	13.48%	13.99%	14.57%	13.44%	-0.61%
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%
Seasonal Factors	0.9311	0.9480	0.9700	1.0000	1.0294	1.0294	1.0294	1.0294	1.0294	1.0622	1.0371	1.0371	1.0122	0.9856	0.9661	0.9902	1.0000	0.9497	1.0306	1.0280	0.9906	1.0000	
Combined Cal/Seas	3.893	3.792	4.509	4.352	1.029	1.029	1.029	1.029	4.304	4.745	4.513	4.613	4.424	4.163	4.388	4.507	52.181	12.184	13.397	13.540	13.057	52.188	
De-seasonalized Weekly Sales	Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Jul	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	
Marlboro	2,538	3,124	3,396	2,316	2,962	2,963	2,937	3,244	2,895	3,011	2,725	2,887	2,831	2,900	2,814	2,864	2,870	3,040	2,749	2,817	2,893	3,082	-6.85%
B&H	140	146	160	162	155	155	148	185	149	147	142	157	141	139	141	161	147	145	150	147	147	177	-16.90%
Merit	135	144	145	149	151	155	142	160	146	140	136	152	135	134	135	155	142	142	145	141	142	176	-19.03%
Virginia Slims	180	201	183	190	213	207	198	218	200	193	181	202	215	208	182	208	195	188	194	199	200	201	-3.00%
Parliament	62	64	71	63	52	66	65	77	65	106	85	79	74	79	65	78	75	66	79	80	74	69	8.10%
Other CPB	10	10	10	11	10	10	10	12	10	10	10	11	10	9	10	10	10	10	10	10	10	12	-19.29%
Other Premium Brands	527	585	559	564	592	595	564	632	570	566	564	601	576	571	534	611	570	551	578	577	572	836	-10.41%
Premium	3,064	3,689	3,955	2,880	3,553	3,558	3,501	3,876	3,465	3,807	3,279	3,488	3,406	3,471	3,348	3,575	3,440	3,591	3,326	3,394	3,466	3,718	-7.46%
Basic	368	414	333	334	397	391	422	473	404	442	413	448	433	453	424	486	414	370	395	432	455	439	-5.69%
Cambridge	45	59	40	75	49	46	66	108	64	59	57	67	59	69	68	79	62	47	66	61	72	78	-20.42%
Alpine	10	10	9	10	23	24	24	19	22	10	13	13	14	16	14	16	13	10	14	13	15	13	-0.18%
Bristol	3	3	2	3	3	3	2	3	3	1	2	2	2	3	2	2	4	3	2	2	2	4	-46.84%
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	-56.68%
Other Branded Discounts	4	3	3	2	8	3	2	38	12	29	16	13	13	14	13	12	11	3	15	14	13	3	#####
Branded Discounts	62	75	64	91	84	77	95	168	101	99	88	94	86	102	97	111	89	63	97	91	103	99	-9.93%
FVB	18	25	24	20	28	31	26	30	27	31	28	30	29	33	31	35	28	23	26	29	33	40	-30.20%
Discount	443	514	411	445	508	499	550	672	533	572	529	573	552	589	552	632	531	456	518	552	591	577	

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1999 PP&C TRANSMISSION		Actuals	Actuals	Actuals	Actuals	Actuals	Actuals																1998	%Chg	
Monthly Sales - 1999		Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	from 98	
Marlboro		9,879	11,847	16,312	10,078	3,049	3,060	3,024	3,340	12,462	14,329	12,309	13,326	12,527	12,068	12,346	13,223	149,704	37,038	36,869	38,162	37,636	160,819	-5.91%	
B&H		544	554	674	661	160	160	153	170	643	692	638	727	822	580	617	716	7,867	1,772	1,996	1,987	1,913	9,260	-17.11%	
Merit		525	546	654	647	156	161	146	164	627	666	613	699	599	558	594	689	7,417	1,725	1,939	1,911	1,842	9,167	-19.09%	
Virginia Slims		700	763	825	628	219	213	204	225	861	920	816	931	953	868	800	927	10,192	2,288	2,608	2,700	2,596	10,515	-3.07%	
Parliament		243	241	320	274	64	66	67	79	278	503	386	366	328	330	290	348	3,908	804	1,056	1,081	967	3,617	8.04%	
Other OPB		38	39	46	47	10	11	11	12	44	47	45	49	44	39	42	46	525	123	138	138	127	651	-19.35%	
Other Premium Brands		2,050	2,143	2,518	2,456	609	612	581	650	2,453	2,827	2,498	2,773	2,546	2,376	2,343	2,726	29,709	6,711	7,736	7,817	7,445	33,200	-10.61%	
Premium		11,929	13,990	17,830	12,534	3,656	3,662	3,604	3,990	14,914	17,156	14,807	16,099	15,073	14,444	14,688	15,949	179,414	43,749	44,605	45,979	45,081	194,018	-7.63%	
Basic		1,432	1,671	1,469	1,453	406	403	442	467	1,740	2,105	1,857	2,069	1,917	1,886	1,861	2,166	21,565	4,502	5,297	5,853	5,913	22,885	-5.76%	
Cambridge		176	223	180	327	50	48	68	111	277	281	259	310	262	289	296	354	3,231	578	886	830	939	4,065	-20.52%	
Alpine		39	38	42	44	24	25	24	20	53	48	58	58	64	66	63	73	686	119	185	180	202	687	-0.26%	
Bristol		11	11	11	12	3	3	2	3	11	7	9	8	9	10	9	10	117	33	29	26	30	221	-46.87%	
Bucks		1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	13	3	3	4	3	31	-56.69%	
Other Branded Discounts		17	10	12	11	9	3	2	37	61	86	63	47	57	62	55	52	523	39	148	167	169	160	####	
Branded Discounts		243	283	246	396	86	79	97	171	434	422	389	424	393	429	424	490	4,571	772	1,250	1,206	1,343	5,165	-11.50%	
FVB		71	94	110	88	29	32	27	31	119	146	126	139	130	138	136	158	1,455	275	363	396	432	2,034	-30.19%	
Discount		1,746	1,948	1,855	1,936	523	514	566	690	2,292	2,673	2,382	2,632	2,440	2,453	2,421	2,814	27,592	5,549	6,901	7,454	7,688	30,134	-8.44%	
PM USA		13,875	15,938	19,685	14,469	4,181	4,176	4,170	4,680	17,207	19,829	17,189	18,731	17,513	16,897	17,109	18,763	207,005	49,298	51,605	53,433	52,769	224,152	-7.65%	
Calendar Weeks		4,181	4,000	4,548	4,352	1,000	1,000	1,000	1,000	4,181	4,467	4,352	4,448	4,371	4,181	4,448	4,552	52,181	12,829	13,000	13,171	13,181	52,188	-0.01%	
Contributions		Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total		
Marlboro		72.24%	74.33%	77.78%	68.65%	72.92%	73.04%	72.51%	71.36%	72.42%	72.26%	71.61%	71.14%	71.53%	71.42%	72.16%	70.47%	72.32%	75.13%	71.58%	71.42%	71.32%	71.75%	0.80%	
B&H		3.58%	3.49%	3.43%	4.57%	3.82%	3.83%	3.56%	3.63%	3.74%	3.49%	3.71%	3.88%	3.55%	3.43%	3.60%	3.82%	3.70%	3.60%	3.87%	3.72%	3.62%	4.13%	-10.24%	
Merit		3.84%	3.43%	3.32%	4.47%	3.73%	3.84%	3.51%	3.51%	3.64%	3.36%	3.57%	3.73%	3.42%	3.30%	3.47%	3.67%	3.58%	3.50%	3.77%	3.58%	3.49%	4.05%	-12.39%	
Virginia Slims		5.12%	4.79%	4.19%	5.72%	5.24%	5.10%	4.90%	4.80%	5.00%	4.64%	4.75%	4.97%	5.44%	5.14%	4.68%	4.54%	4.92%	4.64%	5.06%	5.05%	4.92%	4.69%	4.68%	
Parliament		1.78%	1.51%	1.63%	1.90%	1.53%	1.63%	1.60%	1.69%	1.62%	2.54%	2.25%	1.56%	1.89%	1.95%	1.69%	1.85%	1.89%	1.63%	2.05%	2.02%	1.83%	1.61%	18.99%	
Other OPB		0.28%	0.24%	0.23%	0.32%	0.25%	0.25%	0.26%	0.26%	0.23%	0.26%	0.26%	0.26%	0.25%	0.23%	0.24%	0.24%	0.25%	0.25%	0.27%	0.26%	0.24%	0.25%	-12.67%	
Other Premium Brands		14.99%	13.45%	12.79%	16.98%	14.57%	14.68%	13.92%	13.26%	14.25%	14.26%	14.53%	14.80%	14.54%	14.06%	13.69%	14.53%	14.35%	13.61%	15.02%	14.63%	14.11%	14.81%	-3.10%	
Premium		87.23%	87.78%	90.58%	86.62%	87.49%	87.70%	86.43%	85.26%	86.68%	86.52%	86.14%	85.95%	86.07%	85.49%	85.85%	85.00%	86.67%	88.74%	86.00%	86.05%	85.43%	86.56%	0.13%	
Basic		10.47%	9.86%	7.62%	10.04%	9.77%	9.64%	10.59%	10.41%	10.11%	10.62%	10.86%	11.05%	10.95%	11.16%	10.88%	11.54%	10.42%	9.13%	10.29%	10.95%	11.21%	10.21%	2.04%	
Cambridge		1.28%	1.40%	0.91%	2.26%	1.21%	1.14%	1.83%	2.37%	1.61%	1.42%	1.50%	1.66%	1.50%	1.71%	1.73%	1.89%	1.56%	1.17%	1.72%	1.55%	1.78%	1.81%	-13.94%	
Alpine		0.29%	0.24%	0.21%	0.30%	0.57%	0.50%	0.58%	0.43%	0.54%	0.24%	0.33%	0.31%	0.37%	0.39%	0.37%	0.39%	0.33%	0.24%	0.36%	0.34%	0.38%	0.31%	8.00%	
Bristol		0.08%	0.07%	0.05%	0.08%	0.07%	0.06%	0.06%	0.06%	0.05%	0.03%	0.05%	0.04%	0.05%	0.06%	0.05%	0.06%	0.06%	0.07%	0.06%	0.05%	0.06%	0.10%	-62.40%	
Bucks		0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.00%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	43.15%	
Other Branded Discounts		0.12%	0.06%	0.06%	0.07%	0.21%	0.08%	0.08%	0.79%	0.30%	0.44%	0.37%	0.26%	0.32%	0.37%	0.32%	0.28%	0.25%	0.08%	0.29%	0.31%	0.32%	0.07%	####	
Branded Discounts		1.78%	1.78%	1.25%	2.73%	2.05%	1.89%	2.34%	3.65%	2.52%	2.13%	2.26%	2.26%	2.24%	2.54%	2.48%	2.61%	2.21%	1.57%	2.43%	2.26%	2.55%	2.30%	-4.17%	
FVB		0.52%	0.53%	0.56%	0.61%	0.68%	0.77%	0.64%	0.67%	0.69%	0.74%	0.73%	0.74%	0.74%	0.82%	0.79%	0.84%	0.70%	0.56%	0.69%	0.74%	0.82%	0.93%	-24.41%	
Discount		12.77%	12.22%	9.42%	13.38%	12.51%	12.30%	13.57%	14.74%	13.32%	13.48%	13.86%	14.05%	13.93%	14.52%	14.15%	15.00%	13.33%	11.28%	13.40%	13.95%	14.57%	13.44%	-0.85%	
PM USA		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%	
Seasonal Factors		0.9311	0.9490	0.9700	1.0000	1.0294	1.0294	1.0294	1.0294	1.0294	1.0622	1.0371	1.0371	1.0122	0.9956	0.9851	0.9902	1.0000	0.9487	1.0305	1.0280	0.9906	1.0000		
Combined Cal/Seas		3.693	3.792	4.509	4.352	1.029	1.029	1.029	1.029	4.304	4.745	4.513	4.613	4.424	4.163	4.386	4.507	52.181	12.184	13.397	13.540	13.057	52.188		
De-seasonalized Weekly Sales		Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Jul	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total		
Marlboro		2,538	3,124	3,396	2,316	2,982	2,963	2,937	3,244	2,895	3,020	2,727	2,889	2,831	2,899	2,815	2,834	2,869	3,040	2,752	2,819	2,882	3,082	-5.90%	
B&H		140	146	150	152	155	156	148	166	149	146	141	158	141	139	141	159	147	145	149	147	146	177	-17.10%	
Merit		135	144	145	149	151	156	142	160	146	140	136	152	135	134	136	153	142	142	145	141	141	176	-19.08%	
Virginia Slims		180	201	183	190	213	207	198	218	200	194	181	202	215	209	182	206	195	188	195	199	199	201	-3.06%	
Parliament		62	64	71	53	62	65	65	77	65	106	86	79	74	79	66	77	75	68	79	80	74	69	8.05%	
Other OPB		10	10	10	11	10	10	10	12	10	10	10	11	10	9	10	10	10	10	10	10	10	12	-19.34%	
Other Premium Brands		527	555	569	564	592	595	564	632	570	596	553	601	576	571	534	605	569	551	577	577	570	636	-10.50%	
Premium		3,054	3,689	3,955	2,880	3,553	3,558	3,501	3,876	3,455	3,616	3,281	3,490	3,407	3,470	3,349	3,538	3,438	3,591	3,330	3,396	3,453	3,718	-7.52%	
Basic		368	414	333	334	397	391	429	473	404	444	414	449	433	453	424	481	413	370	395	432	453	439	-20.51%	
Cambridge		45	59	40	75	49	46	66	108	64	59	57	67	59	69	68	79	62	47	66	61	72	78	-5.75%	
Alpine		10	10	9	10	23	24	24	19	22	10	13	13	14	16	14	18	13	10	14	13	15	13	-0.24%	
Bristol		3	3	2	3	3	3	2	3	3	1	2	2	2	3	2	2	2	3	2	2	2	4	-46.86%	
Bucks		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	-56.69%	
Other Branded Discounts		4	3	3	2	8	3	2	36	12	18	14	10	13	15	12	12	10	3	11	12	13	3	####	
Branded Discounts		62	75	54	91	84	77	95	166	101	89	86	92	89	103	97	109	88	63	93	89	103	99	-11.49%	
FVB		18	26	24	20	28	31	26	31	28	31														

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